

~ ~ ~ Unto the Third and



PROTECTION

PROTECTION against congenital syphilis can often be accomplished by treatment of the expectant mother.



Top-rank chemist . . .

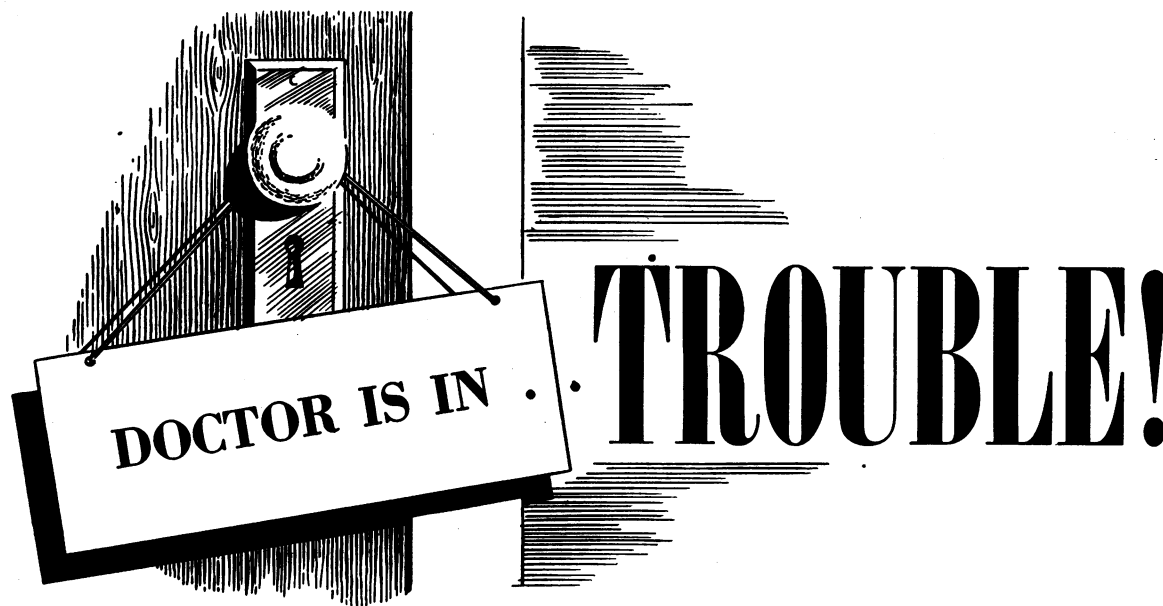
Dietary Dub!

His work is performed with infinite care . . . But he chooses his meals on whim. He eats only the foods he likes—a choice of notably limited range. The inevitable result is a further increase in the ranks of the self-made victims of borderline vitamin deficiency. You know many of them: the ignorant and indifferent, patients “too busy” to eat properly, those on self-imposed and badly balanced reducing diets, excessive smokers, alcoholics, and food faddists, to name but a few. First thought in such cases is dietary reform, of

course. But this is often more easily advised than accomplished. Because of this, an ever-growing number of physicians prescribe a vitamin supplement in every case of deficiency. If you’re one of these physicians—or if you prescribe vitamins only rarely—consider the advantages of specifying an *Abbott* vitamin product: Quality—Certainty of potency—A line which includes a product for almost every vitamin need—And easy availability through good pharmacies everywhere. ABBOTT LABORATORIES, North Chicago, Illinois.

Specify: **Abbott Vitamin Products**

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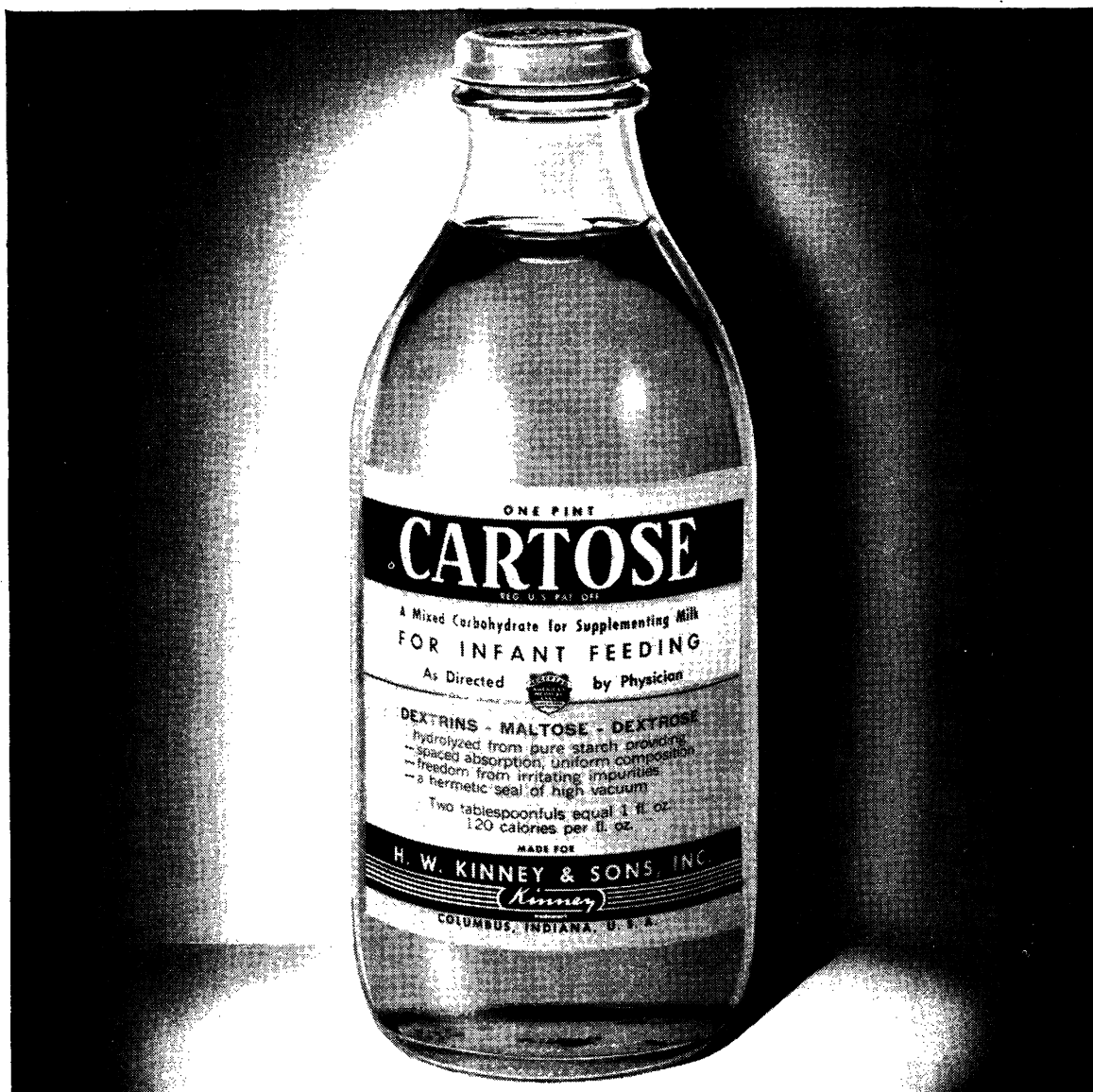
- ▶ THE CUTE LITTLE BABY he helped deliver back in 1925 is now suing him for \$5,000 because of an instrument scar.
- ▶ His state's 2-year statute of limitations is no help, for the 2 years didn't start 'til the "baby" was 21.
- ▶ Yet this doctor would lose neither time, money, sleep nor reputation if protected by our policy and service (as are thousands of other doctors, for about the cost of a good pair of shoes).
- ▶ For the world's largest legal staff of malpractice experts already would be cutting through mountains of conflicting court decisions and anticipating schemes that might otherwise "prove" his guilt.
- ▶ All cost of defense against disgruntled patients, even through the court of last appeal (including fee of attorney whom *you* help choose), is paid by us. If not acquitted, we also pay the judgment, as provided in our policy.

THE
MEDICAL PROTECTIVE COMPANY
FORT WAYNE, INDIANA

Professional Protection EXCLUSIVELY... since 1899

LOS ANGELES Office: C. E. Stephens, Manager, 727 W. 7th Street, Telephone Tucker 5512
 SAN FRANCISCO Office: Gordon C. Jones, Manager, 314-450 Sutter Building, Telephone Douglas 3387

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Specification of CARTOSE* as the mixed carbohydrate for infant feeding formulas provides ease and economy of use. The liquid form of this milk modifier permits rapid, accurate measurement, thereby avoiding waste.

Double protection against contamination is afforded by: (1) the narrow neck of the bottle, preventing spoon insertion, and (2) the press-on cap, assuring effective resealing.

CARTOSE supplies nonferment-

able dextrans in association with maltose and dextrose . . . a combination providing spaced absorption that minimizes gastrointestinal distress due to fermentation.

Available in clear glass bottles containing 1 pt. • Two tablespoonfuls (1 fl. oz.) provide 120 calories.



CARTOSE

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Mixed Carbohydrates

*The word CARTOSE is a registered trademark of H. W. Kinney & Sons, Inc.

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Furunculosis second in the series: "FACIAL EXPRESSIONS OF SICKNESS"

From a practical standpoint, the use of penicillin orally should be limited to the infections in which low doses of parenteral penicillin have proved adequate; to prophylaxis; and to the convalescent stages of such acute infections as furunculosis. Here, when the crisis is past and the fever receded, the use of two tablets (100,000 units) every hour or six tablets (300,000 units) at three hour intervals, day and night, for 48 hours is a tested safeguard against relapse. For such prophylaxis, tablets of calcium penicillin, 50,000 units each, are available in bottles of 12.

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PHYSICIANS are invited to use the appended coupon to request a complimentary copy of the new brochure "Nutrition As A Therapeutic Factor." In a terse, straightforward manner, this compendium of current thought presents the remarkable strides made during the last decade in the use of nutritional factors as therapeutic weapons. The pres-

entation concisely outlines present aspects of nutritional therapy providing information and data valuable in everyday practice. The applicability of the various nutrients in the treatment of disease is presented, adding to the practical utility of the brochure. The Wander Company, 360 North Michigan Ave., Chicago 1, Illinois.

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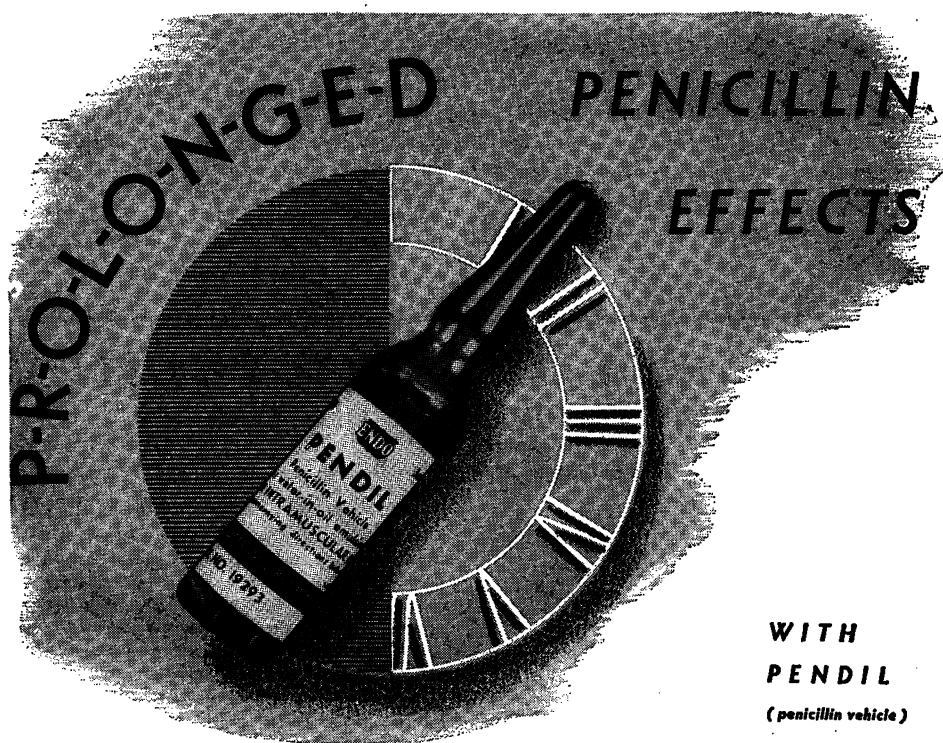
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**WITH
PENDIL**
(penicillin vehicle)

More flexible dosage for prolonging the effects of intramuscularly injected penicillin is possible by the use of water-in-oil emulsions prepared with improved Pendil and readily available equipment. Up to 500,000 units per cc. of penicillin in solution can be readily emulsified with Pendil; emulsions containing 300,000 units of penicillin maintain therapeutic blood levels of penicillin for ten hours. • By the use of improved Pendil and penicillin, as few as two injections daily may be sufficient in conditions where penicillin is indicated, such as pneumococcal, gonococcal, staphylococcal, or streptococcal infections. • Improved Pendil is supplied in 3 cc. single-dose ampoules containing a mixture of cholesterol derivatives and peanut oil, together with 2% of beeswax. Ampoules are packaged in boxes of 12, 25 and 100. Literature will be sent on request.

ADVANTAGE PENDIL

No special equipment required

ENDO PRODUCTS INC. • RICHMOND HILL 18, N. Y.

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Exclusively for the treatment of

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a photogenic contrast medium

PRIODAX, a superior contrast medium for oral cholecystography, is photogenic — taking a “good picture” consistently. Because it is rarely lost by vomiting or diarrhea from the gastrointestinal tract, a maximum is concentrated in the gallbladder to produce a clear, sharp shadow. “Retakes” are therefore reduced to a minimum, while little or no residual contrast substance appears in the colon to obscure accurate diagnosis.

PRIODAX

(brand of iodoalphonic acid)



PRIODAX, beta-(4-hydroxy-3, 5-diiodophenyl)-alpha-phenyl-propionic acid, is available in 0.5 Gm. tablets in economy boxes of 100 envelopes and in boxes of 1, 5 and 25 envelopes. Each envelope contains 6 easily swallowed tablets constituting the usual dose. Directions for the patient are enclosed with each package.

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Educating the public to "see your doctor" X

This is No. 201 in the Parke-Davis series of messages published in the interest of the medical profession. Appearing in color in LIFE and other leading magazines, it will reach an audience of over 23 million people.

Some things you should know about sulfa

No. 201 in a series of messages from Parke, Davis & Co. on the importance of prompt and proper medical care.



Suppose you have a sore throat.

A friend may tell you how a bad sore throat was cured with a few sulfa tablets—may even offer you some and suggest that you try them.

To do so would be extremely unwise.

For your friend may have had a type of infection against which sulfa is often miraculously effective. Your sore throat may be of a kind on which sulfa has no effect whatever.

In any case, taking sulfa drugs without the guidance of a physician is a far more hazardous procedure than most people realize.

If you take sulfa for a minor ailment, for instance, you may become sensitive to the drug itself. Then if you should later have a serious illness, your doctor might find it unwise to prescribe sulfa for your case.

When you dose yourself with sulfa, you may also run the risk of kidney ailments, anemia, and other blood diseases. This is why in many states the law specifies that sulfa drugs may be dispensed only on a physician's prescription.

Your doctor is the only person competent to judge whether your ailment is one which responds to treatment with sulfa, and whether your ailment is serious enough to warrant the use of sulfa. He alone knows which of the various sulfa drugs to use, how much to give, what precautions to take.

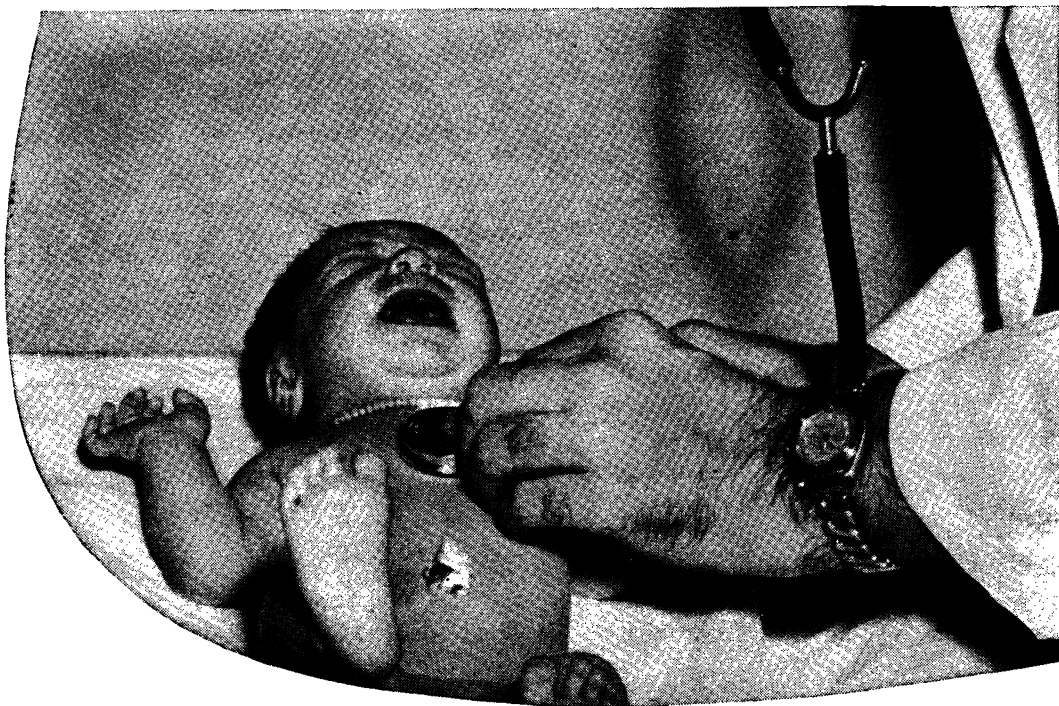
SEE YOUR DOCTOR. What is true of treating illnesses with sulfa is true of any form of treatment. Don't take a friend's suggestion. Don't prescribe for yourself. At the first sign of illness see your doctor. He is the one person qualified to advise you on the vital questions which concern your health.

Makers of medicines prescribed by physicians

PARKE, DAVIS & CO.

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When life is measured in days

Not years, nor months, but days measure the life of a new-born infant. And during the first 30 days when infant mortality is at its highest, every effort must be made to minimize the hazards to life. At this critical time, the right start on the right feeding can be of vital importance.

'Dexin' has proved an excellent "first carbohydrate." Because of its high dextrin content, it (1) resists fermentation by the usual intestinal organisms; (2) tends to hold gas formation, distention and diarrhea to a minimum, and (3) promotes the formation of soft, flocculent, easily digested curds.

Readily prepared in hot or cold milk, 'Dexin' brand High Dextrin Carbohydrate is palatable but not too sweet. 'Dexin' *does* make a difference.

'Dexin'

HIGH DEXTRIN CARBOHYDRATE
BRAND

Composition - Dextrins 75% • Maltose 24% • Mineral Ash 0.25% • Moisture 0.75% • Available carbohydrate 99% • 115 calories per ounce • 6 level packed tablespoonfuls equal 1 ounce • Containers of twelve ounces and three pounds • Accepted by the Council on Foods and Nutrition, American Medical Association. 'Dexin' Reg. Trademark

Literature on request



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